CALIFORNIA GO-BIZ



CALLING CALIFORNIA SMALL BUSINESSES
JOIN THE CALIFORNIA PAVILION @

AVALON AIRSHOW AUSTRALIA 2027

February 23-26, 2027
Avalon Airport | Geelong, Victoria | Australia

Aerospace & Defense Trade Show

The California Governor's Office of Business and Economic Development invites interested California small businesses to exhibit under the California Pavilion within the USA Pavilion at Avalon 2027. Avalon 2027 provides significant sales opportunities for California businesses seeking to enter the Australian aerospace and defense market. It is supported by the Australian Defense Force, the Royal Australian Air Force, and the Defense Material Organization of the Department of Defense.

Pavilion Benefits

- Exhibition inside a California branded turn-key shared booth
- Counter w/storage, graphic panel, tv monitor, power access, shared meeting tables
- One Exhibitor Badge (additional may be purchased separately)
- Company Registration Fee & listing in the official Avalon show Catalogue
- Access to U.S. International Pavilion Meeting Point (extra tables for meetings)
- Use of additional private conference room (available by appointment)
- Listing in the official digital guide for USA Companies
- Pavilion is strategically located in a high foot traffic area
- Ground support by GO-Biz and US Commercial Service staff
- Visibility to visiting foreign buying delegations

CALIFORNIA PAVILION FEE:

$4,000 USD Participation package valued at $14,500. Space is limited to six CA businesses and will be filled on a first-come first-served basis.

REGISTRATION DEADLINE:

January 5, 2027

REGISTER HERE:

step.business.ca.gov

- Select "STEP Event" as application type
- Select "Avalon Australia" from the event selection drop-down menu

AVALON AIRSHOW INFO:

https://airshow.com.au/

NEED MORE INFORMATION?

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